

**The criterion for the PhRMA Foundation Center of Excellence for a Comparative Effectiveness Research Educational Program was that the Center should:**

1. Support the development of educational and training programs that clearly and efficiently teach students and practitioners how to conduct rigorous, useful, and effective CER.
2. Act in a supportive role together with private and public partners to achieve the goal of producing high caliber comparative effectiveness researchers and practitioners who interpret and use research results.
3. Furnish the necessary resources that can be used to develop corroborating evidence on the usefulness and value of sound CER.
4. Convene public forums and seminars for interested members of the public from the wider university / college community to discuss topical CER issues.
5. Promote with other groups the development of a CER Curriculum that offers the appropriate discipline-specific educational skills, research methodology training, and case experience needed to produce highly desirable comparative effectiveness (CE) researchers and practitioners.
6. Sponsor lectures and presentations on different programs and venues, e.g., AHRQ, NIH, Industry, Universities, and others that promote conscientious discussions on important CER topics.
7. Work with representatives from government, industry and education to determine the number and types of CER trained experts needed to fill the personnel demands of these societal sectors.
8. Make available to interested members of the public, by electronic publication or other easily accessible means, CER educational training tools developed with funding provided by the Foundation.

The funding will begin December 1, 2011. This is a three year program at a total cost of \$250,000.